

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RADIO STATION

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Inventory No. 2 of Educational Radio Station Programming:

Analysis of 1950 Programs with Comparisons, 1949-50

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## I.

### Purpose and Scope of the Study

The obvious purpose of the present study is to examine the broad outlines of educational radio station programming in 1950. A similar study was conducted for such programming in 1949.<sup>(1)</sup> A second purpose of the current study was therefore to permit comparisons between the two years.

It is hoped that this study may contribute to the study of educational radio programs. A Kellogg Foundation grant has established the NAEB Tape Network as a going institution with staff and funds adequate for its development as a vital tool in education in the United States. The growth of this Tape Network is a standing challenge to the administrators of educational radio and television stations and to students concerned with the study of the content and effects of these media. Why are the stations' programs what they are? What are their effects? How do these variegated program structures fit in with the educational policies of their institutions? How may the Tape Network program policy be shaped to assist in the development of the stations' and their institutions' educational programs? If there is such a "grand design" for the program policy of a single station, could it be said that the composite of their program structure represents a "grand design" for educational radio in the United States? If these modest studies are in reality uncovering the shape of such a "grand design" for educational radio as a whole, how is this design to be interpreted, and evaluated? These are some of the questions on which the reader of the following pages may well ponder.

Content analysis on such a rough screen as the following study employs bristles with intriguing problems. Effects studies are merely one group of these problems. But it may be hoped that the growing interest in networking the educational programs will give rise to opportunity for detailed analysis under controlled conditions of the effects of some of the programs here crudely classified in one or another of 13 program classes. When that opportunity does come it will be possible to interpret with a bit of precision the significance of data such as are reported below.

When the earlier study was conducted in 1949 it was possible to include in it some comparisons of educational station and commercial station programming. The commercial station data there used were derived from trade association sources. The Federal Communications Commission has not released any program information either before or since the previous study was prepared. <sup>(2)</sup> And no subsequent

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(1) Published as An Inventory of (Non-Commercial Educational Radio Programming, by Dallas W. Smythe, with assistance from Jennie N. Symthe and Howard H. Hyle, August 1949 (mimeographed).

(2) The FCC has been collecting but not releasing some summary program data since about the date of its "Bluebook." These data are inadequate as a basis for even as rough a method of analysing programs as has been employed in our studies. They would, however, permit some appraisal of the state and of changes in commercial station programs insofar as such programs are 1) saturated with spot announcements, 2) Network commercial programs, 3) Network sustaining programs, 4) recorded commercial programs, 5) recorded sustaining programs, 6) wire commercial programs, 7) wire sustaining programs, 8) live commercial programs, 9) live sustaining programs. An effort was made to obtain from the FCC the prepared tabulations of these



trade association data have been published. It is therefore not possible in 1951 to make any quantitative comparison of educational and commercial AM and FM station programming.

This report covers programming by educational stations which are members of the National Association of Educational Broadcasters and which responded to the questionnaires. It is necessary to warn readers at the outset that it is not possible to compare the gross total figures reported by all the cooperating stations in 1950 with the totals reported in the 1949 publication. In the former study the data were based on the calendar week, May 1-7, 1949. In the present study the data are the programs broadcast by the stations in the "composite week" in 1950 which is prescribed by the FCC for license renewal and annual reporting purposes (3). Because of seasonal shifts in the composition of programs and in the length of time which daytime-only AM stations may broadcast (between sun-up and sun-down), the difference in the information raises serious problems of comparability. For this reason the present report presents tabulations for stations which reported for both 1949 and 1950, and the base of these tables is information for composite weeks in both years.

It is also to be borne in mind in interpreting the following data that there are significant differences in purpose as between stations operated by institutions of higher education and those concerned with elementary and high schools. Both types of stations are included in the following analysis.

#### Coverage of Survey

In the 1951 survey queries with respect to 1950 program data were addressed to 25 AM educational stations and 53 FM educational stations. Of these totals, usable replies were received from 16 AM stations and 37 FM stations. A slightly higher proportion (70 percent) of the FM stations responded than of the AM stations (64 percent). While the responding stations are clearly numerous enough to justify conclusions concerning the relationships between different kinds of pro-

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"program log analysis" data for earlier years in May and June 1949 when the first study of educational station programming was being prepared. Our request for these non-confidential data were refused, according to a letter from Acting Chairman Rosel Hyde dated June 7, 1949, on the ground that "The data ... are considered of sufficient general interest that release thereof should be made to all interested parties at the same time" and that additional staff work on them would be "... essential to the issuance of a well-rounded, readily understood release on this subject." Such additional staff work "due to pressure of more urgent work and reductions in staff ... had to be deferred for resumption at some future date as soon as circumstances permit." In its letter of May 18, 1949, the Commission had said "On the basis of our present work-load, however, it is not expected that such an analysis will be completed before next fall or winter." Since then two years have elapsed and despite the public interest in radio program standards the FCC has not released the data.

(3) In 1950 the composite week consisted of Monday, December 5, 1949; Tuesday January 24, 1950; Wednesday, March 8, 1950; Thursday, May 18, 1950; Friday, July 21, 1950; Saturday, September 23, 1950; and Sunday, October 15, 1950.



grams, it is not possible to project a numerical total of the amount of time given by all 25 AM and 53 FM educational stations to all programs or to any given class of programs. Table 1 presents a summary of the coverage with geographical sub-totals.

### III

#### Time on the Air

Total time on the air of all 53 educational stations which reported in the 1951 study amounted to just short of 2500 hours per week. This is a total of some 1027 hours of AM station operation and 1467 hours of FM station operation. The extent to which these hours of operation fell before 6 p.m. Monday through Saturday, or after 6 p.m. on these days and on Sunday is shown in Table 2. It there appears that the responding stations broadcast 926 hours of FM programs in the daytime on weekdays while in the same time segment the AM station programs amounted to 780 hours. The FM stations broadcast 541 hours or more than twice as much programming after 6 p.m. weekdays and on Sunday as did the AM stations (with 246 hours).

Comparison of the 1950 program time on the air with 1949 is limited to what may be learned from our identical station comparisons. There were 9 AM stations and 11 FM stations which reported information in both years. When composite weeks were taken as the base for both years, it appears that there was no appreciable change in the hours of the AM stations, for in 1949 the average for them was 63 hours, 43 minutes, while in 1950 it was 64 hours, 45 minutes. A very substantial growth took place in the hours of the FM stations, however. In 1949 the average of the FM stations was 44 hours, 37 minutes, while in 1950 it was 59 hours, 21 minutes. Most of this increase took place in the daytime hours on weekdays where the average FM station broadcast 26 hours, 56 minutes in 1949 and 37 hours, 32 minutes in 1950. Nighttime and Sunday program time on FM increased from 17 hours, 41 minutes in 1949 to 21 hours, 49 minutes in 1950.

Table 3 presents an array of all stations responding in 1951 according to the number of hours of operation.

### IV

#### Sources of Programs

Sources of program material broadcast by responding stations in 1950 are shown in Tables 4 and 5. The former table summarizes the proportions of program time derived from various sources. The largest proportion came from recorded or transcribed material. This was true both for AM stations, where the proportion was 53 percent, and for FM stations, with 57 percent.

Local live programs constituted about two-fifths of all program time. The proportion of local live was somewhat higher for AM stations (42.7 percent) than for FM stations (38.6 percent). Network programs constituted less than 2 percent of all program time, for both AM and FM stations. Less than 3 percent of the time was devoted to instantaneous rebroadcast of programs other than network programs. And wire programs were less than 1 percent.

Table 5 arrays the responding stations according to just one of these measures of source of program: that of the percentage of all program time which was "local live."



TABLE 1

## EDUCATIONAL RADIO STATIONS COVERED BY 1951 SURVEY

	Station Operations	
	AM	FM
U. S. Total Queried	25	53
Usable replies	16	37
Atlantic States		
Inquiries	4	11
Usable replies	2	7
South Atlantic and South Central States		
Inquiries	2	12
Usable replies	1	10
North Central States		
Inquiries	15	26
Usable replies	10	18
Mountain States		
Inquiries	0	1
Usable replies	0	1
Pacific Coast States		
Inquiries	3	2
Usable replies	2	1
Possessions - Puerto Rico		
Inquiries	1	0
Usable replies	1	0

TABLE 2

 EDUCATIONAL STATIONS RESPONDING IN 1951  
 TOTAL HOURS OF BROADCAST TIME, BEFORE AND AFTER 6:00 P.M.<sup>1/</sup>

Stations	Before 6 P.M.		After 6 P.M.		Total Time	
	Mon. - Sat.		and Sunday			
	Total	Average	Total	Average	Total	Average
16 AM Stations	780:06	48:45	246:24	15:24	1026:30	64:09
37 FM Stations	926:16	25:02	541:06	14:37	1467:22	39:39
Total: 53 Stations	1706:22	32:12	787:30	14:52	2493:52	47:04

<sup>1/</sup> Counting all Sunday time with "after 6 P.M. time."



TABLE 3

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY  
 ACCORDING TO TOTAL NUMBER OF HOURS ON THE AIR

AM STATIONS		FM STATIONS	
Call Letters	No. Hrs. on Air	Call Letters	No. Hrs. on Air
WJPR	111:25	WNYC	133:44
WNYC	107:46	WOI	119:00
KWSC	95:30	WKAR	95:00
WBAA	90:00	WOSU	80:08
WSUI	85:15	WNAD	69:59
WOSU	77:09	WBUR	66:15
WOI	77:00	WCAL	63:48
WILL	76:39	WUOQ	53:32
WKAR	73:00	WUOM	52:29
WNAD	61:44	KWGS	52:27
KBPS	55:18	WBOE	45:00
KUOM	45:08	WAER	42:28
WCAL	34:37	WFIU	37:10
KUSD	14:05	WLSU	36:00
KFJM	14:00	KMUJW	35:15
WSAJ	7:54	WIUC	32:58
		KSUI	32:30
		WUOA	32:00
		WBEZ	31:15
		WABE	28:55
		WUSV	28:50
		WNYE	28:30
		KCVN	28:00
		WBGO	26:50
		WGRE	25:15
		WUOT	25:00
		WDTR	22:28
		WTHS	20:00
		WTDS	20:00
		WOU	19:55
		WMUB	16:56
		WBKY	15:00
		WGPS	13:45
		KSLH	12:40
		WNAS	10:00
		WVSH	7:50
		KANW	6:30

Median: 74:49

Median: 31:15



TABLE 4

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: PROGRAM TIME  
BY SOURCE OF PROGRAM

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	Local Live Pro- grams (%)	Network Programs (%)	Instan- taneous Rebroad- cast Programs Other Than Network	Recorded or Tran- scribed Programs (%)	Wire Programs (%)	Total (%)
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16 AM Educa- tional Stations	42.7	1.1	2.7	53.0	.5	100.0
37 FM Educa- tional Stations	38.6	1.9	2.3	57.0	.2	100.0
53 Educational Stations	40.3	1.6	2.4	55.4	.3	100.0

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TABLE 5

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951 ARRAYED ACCORDING TO  
PROPORTION OF "LOCAL" TO TOTAL PROGRAM TIME

AM STATIONS		AM STATIONS	
Call Letters	Percent "Local" to Total Time	Call Letters	Percent "Local" to Total Time
WCAL	60.2	KSLH	90.1
WOI	54.2	WNYE	71.9
WKAR	54.1	WVSH	63.6
KUOM	54.1	WBOE	60.6
WILL	50.2	WTDS	53.8
WNAD	48.9	WBGO	50.3
WOSU	47.9	WMUB	48.3
WBAA	47.0	WKAR	47.1
WSUI	46.1	WOSU	46.7
KUSD	44.1	WNAD	46.3
WNYC	41.7	WUOM	46.0
KBPS	36.1	WABE	45.8
WSAF	33.8	WBEZ	45.6
KFJM	32.1	KSUI	45.6
KWSC	27.2	KWGS	44.7
WIPR	18.6	WFIU	43.8
		WCAL	41.6
		WNAS	40.0
		WOI	39.7
		WUSV	38.4
		WGRE	37.6
		KCVN	37.2
		KANW	34.6
		WAER	34.5
		WIUC	33.8
		WGPS	30.9
		WUOQ	29.0
		WLSU	28.8
		WNYC	28.1
		WUOT	26.6
		KMUW	24.6
		WTHS	23.8
		WOUI	22.7
		WBKY	18.3
		WDTR	18.1
		WUOA	15.9
		WBUR	12.1

Median: 46.55

Median: 39.7



## Types of Programs

When all of the programs of the responding educational stations for the composite week of 1950 are classified into program classes, the proportions given to each class appears as in Table 6. Music (Total) dominates the program structure of both the AM and the FM stations with 51.9 and 52.9 percent, respectively. Information is the second largest class, with 14.0 percent of the AM time and 18.8 percent of the FM time. And News is the third largest class with 9.8 percent of the AM and 7.9 percent of the FM time. These three classes of programs dominate both the AM and FM program schedules and together they provide 75.7 percent of the AM and 79.6 percent of the FM time.

The remaining one-fifth to one-fourth of educational programming is divided among ten program classes. In the case of both AM and FM, the smallest class is Public Events, totalling less than half of one percent. Heading the list of the minor program categories was Farm programs for AM stations, with 5.4 percent, and Sports programs for FM stations, with 3.7 percent. The four largest classes thus account for 81 percent of all AM and 83 percent of all FM programs. It will be less confusing to show the rankings of the remaining program classes in this form:

	AM Stations (percent)		FM Stations (percent)
5. Sports	3.4	5. Children's	2.8
6. Public Issues	3.1	6. Public Institutional	2.8
7. Homemaking	2.8	7. Farm	2.5
8. Religion	2.7	8. Public Issues	2.5
9. Public Institutional	2.5	9. Homemaking	2.1
10. Children's	2.2	10. Religion	1.4
11. Drama	1.2	11. Drama	1.3
12. Other	0.7	12. Other	1.1
13. Public Events	0.3	13. Public Events	0.2

The difference between the emphasis in AM and FM on these minor program classes are less striking than the differences between the AM and FM program offerings of the sub-classes of music. Thus, Dance music amounts to almost twice as large a part of AM station time as FM station time (13.0 and 7.6 percent, respectively) and is four and three times as abundant, respectively, as program time devoted to Public Issues. And the FM stations carry heavier proportions of Classical (especially) Music and Semi-classical Music than do the AM stations.

Because of the well-known tricky propensities of the arithmetic average it would not be fair to regard these percentages as representing the program fare of the typical AM and FM stations in 1951. A safer guide is the median. Tables 7 through 26 present arrays of all the AM and FM educational stations responding in 1951 with 1950 composite week information. They also show the median station's proportion of each of the program classes. The following is a recapitulation of these medians.



TABLE 6

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: TOTAL PROGRAM TIME,  
BY TYPE OF PROGRAM

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Type of Program	16 AM Educational Stations (Percent)	35 FM Educational Stations (Percent)	53 Educational Stations (Percent)
Music - Total	<u>51.9</u>	<u>52.9</u>	<u>52.5</u>
Dance	13.0	7.6	9.8
Semi-classical	11.9	12.9	12.4
Classical	26.0	30.9	28.9
Ballad	.5	1.0	.8
Religious	.5	.5	.5
Information	14.0	18.8	16.8
News	9.8	7.9	8.7
News Reports	8.5	7.1	7.7
News Analysis	1.3	.8	1.0
Public Issues	3.1	2.5	2.8
Public Events	.3	.2	.3
Sports	3.4	3.7	3.6
Farm	5.4	2.5	3.7
Drama	1.2	1.3	1.3
Religion	2.7	1.4	1.9
Women's Interests	2.8	2.1	2.4
Children's Interests	2.2	2.8	2.5
Public Institutional	2.5	2.8	2.7
Other	<u>.7</u>	<u>1.1</u>	<u>.9</u>
Total - All Types	100.0	100.0	100.0



## Median Percentages

AM Stations		FM Stations	
1. Music (Total)	47.2	1. Music (Total)	48.9
Dance Music	10.6	Dance Music	6.1
Semi-classical	12.0	Semi-classical	11.6
Classical	19.6	Classical	24.2
Ballad	0	Ballad	0
Religious	0	Religious	0
2. Information	13.0	2. Information	11.0
3. News (Total)	9.9	3. News (Total)	6.7
News Reports	8.3	News Reports	5.5
News Analysis	0.3	News Analysis	0
4. Sports	2.8	4. Public Institutional	2.3
5. Homemaking	2.6	5. Public Issues	1.5
6. Public Institutional	2.6	6. Sports	1.4
7. Public Issues	2.4	7. Children's	1.3
8. Farm	2.3	8. Drama	0.9
9. Children's	2.1	9. Homemaking	0.6
10. Religion	1.2	10. Public Events	0
11. Drama	0.4	11. Farm	0
12. Other	0.3	12. Religion	0
13. Public Events	0	13. Other	0

The predominance of the large program classes, Music, Information and News, is not threatened by this median analysis. However, the position of the typical educational broadcast station is presented more accurately on the minor program classes. Thus it may be said that the typical FM educational station presents no Public Events, Farm or Religion programs and the typical AM educational station presents no Public Events programs. The broad participation in carrying Public Institutional programs is reflected in the fact that this class of program is the fourth largest for the FM stations and sixth largest for the AM stations.

## VI

## Comparison of 1949-50 Programming

A valid comparison of data from the study published in September, 1949 with data from the present study can be made from the information presented in Table 27. There one can find for 9 AM and 11 FM stations (whose identities remain fixed) the distribution of their program time among program classes for 1949 and 1950. The data for 1949 are presented on two bases: 1949A is the tabulation of data presented for the calendar week used in the study published in September, 1949; and 1949B is the tabulation of data for the composite week in 1949. The column headed "1950" contains the tabulation for the composite week in 1950, reported to us in 1951.

Comparison of the calendar week and composite week data for 1949 reveals instantly the wide differences existing between these two bases. It is this comparison which documents our assertion that the September, 1949 study is not comparable with the analysis of all station program data reported to us for 1950.



When one compares the composite week for 1949 (1949B) with that for 1950 for the same stations, few substantial changes are apparent. In only two major program classes are there significant increases in emphasis among the 9 AM stations. The total of Music increases by 2.3 percentage points (most of it being in Semi-classical Music) while Information programs increase by 1.7 percentage points. Offsetting this was a 1.4 percentage point decrease in News (most of it in News Reports), and a 2.2 percentage point decrease in Public Institutional programs (which for these stations had been as high as 4.3 percent in 1949).

Where the FM stations are concerned, the identical stations show an increase of 1 percentage point or more in only two classes and one sub-class. Thus, Sports programs rose from 1.7 percent to 2.9 percent and Farm programs rose from 2.8 percent to 4.4 percent, while Classical Music increased substantially from 30.1 to 35.2 percent. Offsetting these increases there was a decrease in Music (Total) from 58.2 to 56.2 percent, mostly as a result of decreases of Dance Music from 9.6 to 4.4 percent and of Semi-classical Music from 17.3 to 15.7 percent. Also there was a decrease in Public Institutional programs from 4.5 percent in 1949 to 2.3 percent in 1950.

## VII

### Method

In the collection of program data for the "composite weeks" of both 1949 and 1950 the following method was used. Stations were requested to send in copies of their program logs. They were asked to pre-code on the program logs the symbols which stood for the correct program classification according to a set of program classification instructions which were mailed to the stations. They were also asked to pre-code on the logs the symbols which stood for the correct source of the programs according to another code corresponding to the categories into which programs by source were later tabulated. After a reasonable time following the mailing of the first questionnaire, a follow-up questionnaire was addressed to non-respondents. The instructions used in the 1951 survey of 1950 programs are reproduced as Appendix A.

Once received, the stations' pre-coded logs were edited for consistency in the interpretation of the program classification definitions. They were then tabulated.



TABLE 7

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951; ARRAY ACCORDING TO  
PROPORTION OF TOTAL MUSIC TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WIPR	72.0	WBUR	82.3
KWSC	63.6	KMUW KMJW	81.9
WNYC	62.0	WNYC	72.9
KUSD	52.8	WUOA	70.1
WSAJ	51.3	WOUI	69.9
KFJM	51.0	WLSU	69.8
WSUI	48.6	WUOT	67.8
WOSU	47.5	WDUQ	66.3
KUOM	46.8	WGRE	66.3
KRPS	46.8	WAER	63.1
WILL	46.3	WIUC	61.6
WBAA	45.9	WBKY	60.1
WOI	44.6	WOI	57.9
WKAR	43.3	WTHS	57.4
WNAD	43.1	KSUI	54.5
WCAL	34.5	WUOM	53.8
		WCAL	50.6
		KCVN	50.6
		WKAR	48.9
		WOSU	48.9
		KWGS	46.7
		WNAD	46.5
		WMUB	44.8
		WGPS	43.6
		WUSV	43.4
		WFIU	39.6
		WBOE	35.0
		WBGO	27.9
		WTDS	23.8
		WDTR	22.5
		WNAS	22.5
		KANW	17.9
		WBEZ	17.6
		WVSH	17.2
		WABE	15.3
		WNYE	6.1
		KSLH	0
Median: 47.2		Median: 48.9	



TABLE 8

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF DANCE MUSIC TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
KWSC	48.4	KMVW	42.8
WSAJ	26.6	WCRE	40.3
KUSD	25.4	WDUQ	32.3
WSUI	23.9	WUOT	25.6
WIPR	21.5	WGPS	23.6
KBPS	14.9	WOUJ	19.7
WBAA	14.7	KSUI	18.5
KFJM	14.3	WUOA	13.3
WNAD	6.9	WLSU	13.1
WKAR	6.5	WFIV	10.5
WOI	3.9	KWGS	10.0
WOSU	1.3	WMJB	8.6
WNYC	.7	WAER	8.4
KUOM	.6	WKAR	8.2
WCAL	0.0	WVSH	7.6
WILL	0.0	WBKY	6.7
		KCVN	6.3
		WTHS	6.2
		WNAD	6.1
		WOI	4.2
		WNAS	2.5
		WTDS	2.5
		WBUR	1.5
		WOSU	1.3
		WNYC	1.2
		WDTR	0.0
		KSLH	0.0
		WNYE	0.0
		WUSV	0.0
		KANW	0.0
		WBGD	0.0
		WIUC	0.0
		WCAL	0.0
		WABE	0.0
		WBEZ	0.0
		WUOM	0.0
		WBOE	0.0

Median: 10.6

Median: 6.1



TABLE 9

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING TO  
TO PROPORTION OF SEMI-CLASSICAL MUSIC TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WSAJ	24.7	WDTR	28.4
WKAR	21.5	WAER	27.6
WCAL	19.4	KSUI	26.8
WOI	18.6	WOUJ	25.2
WBAA	17.3	KWGS	22.4
WILL	16.3	WKAR	22.1
KFJM	13.5	WBGO	21.4
KBPS	12.9	WCAL	20.4
KWSC	11.1	WOI	19.4
WOSU	11.0	KANW	17.9
WNYC	9.0	WUOM	17.8
WIPR	7.9	WBKY	16.7
WSUI	7.3	WLSU	16.0
KUSD	6.7	KMUW	14.2
KUOM	1.4	WUOA	13.0
WNAD	.8	WIUC	12.9
		WNAS	12.5
		WUOT	11.6
		WUQU	11.6
		KCVN	11.6
		WBUR	11.3
		WOSU	11.2
		WGRE	10.2
		WMUB	8.5
		WNYC	8.3
		WABE	6.6
		WVSH	3.2
		WNAD	2.8
		WGPS	1.8
		WFIU	1.0
		WUSV	.9
		WBEZ	.8
		KSLH	0.0
		WTHS	0.0
		WNYE	0.0
		WTDS	0.0
		WBOE	0.0

Median: 12.0

Median: 11.6



AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF CLASSICAL MUSIC TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WNYC	51.9	WBUR	69.1
WIPR	42.6	WNYC	63.1
KUOM	40.7	WIUC	48.7
WNAD	34.6	WUOA	43.0
WOSU	32.9	WUSV	39.9
WILL	30.0	WLSU	39.8
WOI	22.1	WNAD	36.9
KFJM	21.4	WBKY	36.7
KBPS	17.7	WBOE	35.0
KUSD	17.3	WOI	34.3
WSUI	17.0	WOSU	34.2
WCAL	13.5	WUOM	34.1
WBAA	13.0	KCVN	30.3
WKAR	12.6	WTHS	30.0
KWSC	3.8	WCAL	29.7
WSAJ	0.0	WUOT	29.7
		WUMB	27.7
		WOUI	25.0
		KMUW	24.2
		WAER	22.6
		WFIU	22.5
		WDUQ	22.4
		WTDS	20.0
		WKAR	16.5
		WBEZ	16.0
		WGRE	15.8
		WGPS	14.6
		KWGS	14.3
		WABE	8.7
		KSUI	7.7
		WNYE	4.4
		WVSH	3.2
		WNAS	2.5
		WDTR	2.2
		KANW	0.0
		WBGO	0.0
		KSLH	0.0

Median: 19.55

Median: 24.2



TABLE 11

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING TO  
PROPORTION OF BALLAD MUSIC TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
KUSD	3.4	WTHS	21.2
KUOM	3.0	WBGO	6.5
KFJM	1.8	WAER	4.5
WOSU	1.6	WGPS	3.6
KBPS	1.3	WUSV	2.6
WNYC	.4	WNAS	2.5
KWSC	.3	WDER	1.9
WSUI	0	WNYE	1.7
WSAJ	0	WOSU	1.6
WKAR	0	KSUI	1.5
WBAA	0	WTDS	1.3
WILL	0	WUOM	1.0
WOI	0	KCVN	.9
WCAL	0	WUOT	.9
WNAD	0	WBEZ	.8
WIPR	0	WLSU	.7
		KMUW	.7
		WNYC	.3
Median: 0		WFIU	0
		WBKY	0
		KSLH	0
		WKAR	0
		WUOA	0
		KANW	0
		WOUI	0
		WGRE	0
		WBUR	0
		WIUC	0
		WOI	0
		WCAL	0
		WNAD	0
		KWGS	0
		WVSH	0
		WABE	0
		WBOE	0
		WMUB	0
		WDUQ	0
		Median: 0	



TABLE 12

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF RELIGIOUS MUSIC TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WKAR	2.7	WFTU	5.6
WCAL	1.6	WVSH	3.2
KUOM	1.1	WNAS	2.5
WBAA	.9	WKAR	2.1
WNAD	.8	KCVN	1.5
WOSU	.7	WUOM	.9
WSUI	.3	WUOA	.8
WSAJ	0	WNAD	.7
KFJM	0	WOSU	.6
KEPS	0	WCAL	.5
KWSC	0	WBUR	.4
KUSD	0	WLSU	.2
WILL	0	WDTR	0
WOI	0	WBKY	0
WNYC	0	KSLH	0
WIPR	0	WAER	0
		KMUW	0
Median: 0		WTHS	0
		WNYE	0
		KSUI	0
		WGPS	0
		WUSV	0
		WTDS	0
		KANW	0
		WOUJ	0
		WBGD	0
		WGRE	0
		WIUC	0
		WOI	0
		WNYC	0
		KWGS	0
		WABE	0
		WBEZ	0
		WBOE	0
		WBUR	0
		WUOT	0
		WDUQ	0
		Median: 0	



AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF INFORMATION TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
KBPS	29.4	KSLH	94.7
WOSU	22.7	WABE	82.1
WNAD	21.6	WBGO	72.1
WSUI	20.3	WBOE	62.9
KUOM	19.6	WTDS	61.3
WBAA	15.0	KANW	60.3
WNYC	13.8	WBEZ	52.0
WILL	13.0	WDER	51.0
WKAR	13.0	WVSH	38.3
WOI	11.8	WNYE	35.1
KUSD	7.3	WGPS	32.7
KWSC	5.7	WTHS	22.5
WCAL	5.7	WOSU	21.8
WIPR	4.4	WUOM	21.4
KFJM	1.8	WNAD	19.4
WSAJ	0	WFIU	16.6
		WUSV	16.5
		KWGS	14.3
		WNYC	11.6
		WKAR	11.0
		WUOA	10.2
		WOI	10.1
		KSUI	10.0
		WLSU	9.7
		WIUC	9.5
		WDUQ	9.3
		KCVN	7.1
		WBKY	6.7
		WCAL	4.2
		WBUR	2.7
		WMUB	2.7
		WAER	2.3
		WGRE	2.0
		WOUT	1.5
		KMUW	0
		WNAS	0
		WUOT	0

Median: 13.0

Median: 11.0



TABLE 14

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF TOTAL NEWS TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WCAL	16.2	WBEZ	19.2
WNAD	16.0	WNAD	15.5
KUSD	15.6	WCAL	14.2
WSUI	12.5	WAER	13.7
KWSC	11.9	WBKY	13.3
WBAA	11.2	KWGS	12.6
WILL	10.8	WNAS	12.5
KUOM	10.0	WIUC	12.4
WKAR	9.5	WOUJ	12.3
WOI	9.2	KSUI	11.5
WOSU	8.8	WFIU	11.1
WIPR	7.5	KCVN	10.4
KFJM	7.1	WKAR	9.7
WNYC	6.9	WGPS	9.1
KBPS	1.9	WBUR	8.9
WSAJ	0	WOSU	8.8
		WUOM	8.5
Median: 9.85		WOI	7.5
		WNYC	6.7
		WDUQ	6.7
		WDR	5.3
		WMUB	4.2
		WUOT	4.1
		WNYE	3.5
		WGRE	3.0
		WLSU	2.8
		KMUW	2.6
		WUSV	2.5
		WABE	2.3
		KSLH	0
		WUOA	0
		WTHS	0
		WTDS	0
		KANW	0
		WBGD	0
		WVSH	0
		WBOE	0
		Median: 6.7	



TABLE 15

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF NEWS REPORTS TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WCAL	16.2	WBEZ	16.0
KUSD	15.6	WCAL	14.2
WNAD	12.8	WNAS	12.5
WSUI	12.2	WOUI	12.3
WBAA	11.2	WNAD	12.3
KWSC	9.6	KWGS	12.1
WOI	8.9	WAER	12.0
WILL	8.4	WIUC	11.6
WKAR	8.1	KSUI	11.5
WOSU	7.5	WFIU	11.1
KUOM	7.3	KCVN	8.6
KFJM	7.1	WKAR	8.6
WNYC	6.9	WBUR	7.8
WIPR	4.3	WUOM	7.7
KBPS	1.9	WOSU	7.5
WSAJ	0	WOI	7.3
		WNYC	6.7
Median: 8.25		WDUQ	6.7
		WGPS	5.5
		WDIR	5.3
		WMUB	4.2
		WUOT	4.1
		WNYE	3.5
		WGRE	3.0
		WLSU	2.8
		WABE	2.3
		KMUW	1.4
		WBKY	0
		KSLH	0
		WUOA	0
		WTHS	0
		WUSV	0
		WTDS	0
		KANW	0
		WBGO	0
		WVSH	0
		WBOE	0
		Median: 5.5	



TABLE 16

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF NEWS ANALYSIS TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WNAD	3.2	WBKY	13.3
WIPR	3.2	WGPS	3.6
KUOM	2.7	WNAD	3.2
WILL	2.4	WBEZ	3.2
KWSC	2.3	WUSV	2.5
WKAR	1.4	KCVN	1.8
WOSU	1.3	WAER	1.7
WOI	.3	WOSU	1.3
WSUI	.3	KMUW	1.2
WSAJ	0	WKAR	1.1
WBAA	0	WBUR	1.1
KFJM	0	WIUC	.8
KBPS	0	WUOM	.8
KUSD	0	KWGS	.5
WCAL	0	WOI	.2
WNYC	0	WDTR	0
		WFIU	0
Median: .3		KSLH	0
		WLSU	0
		WUOA	0
		WTHS	0
		WNYE	0
		KSUI	0
		WTDS	0
		KANW	0
		WOUJ	0
		WBGO	0
		WGRE	0
		WCAL	0
		WNYC	0
		WVSH	0
		WABE	0
		WBOE	0
		WNAS	0
		WMUB	0
		WUOT	0
		WDUQ	0
		Median: 0.0	



TABLE 17

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF PUBLIC ISSUE TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WNYC	10.7	WUSV	16.5
KFJM	7.1	WNYE	12.3
KUSD	5.3	WTDS	10.0
KBPS	4.2	WGPS	9.1
WCAL	3.6	WMJB	7.4
KWSC	3.6	WUOA	4.6
WOI	3.2	WFIU	4.6
WNAD	2.4	WCAL	4.2
WILL	2.3	WTHS	3.8
KUOM	2.0	KCVN	3.6
WBAA	1.7	WOI	3.4
WSUI	1.5	WAER	3.3
WKAR	1.3	WBKY	3.3
WOSU	1.3	WNAD	2.8
WIPR	.5	WDTR	2.2
WSAJ	0	WUOT	1.9
		WBEZ	1.6
Median: 2.35		WKAR	1.5
		KSUI	1.5
		WNYC	1.4
		WLSU	1.4
		WOSU	1.3
		WBUR	1.1
		WGRE	1.0
		WUOM	1.0
		KWGS	.9
		WBOE	.6
		KSLH	0
		KMUW	0
		KANW	0
		WOUI	0
		WBGO	0
		WIUC	0
		WVSH	0
		WABE	0
		WNAS	0
		WDUQ	0
		Median: 1.5	



TABLE 18

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF PUBLIC EVENTS TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
KUOM	3.3	KANW	11.5
WNYC	.8	WIUC	4.5
WOI	.6	KCVN	1.5
WSUI	0	WUOA	.8
WSAJ	0	WBEZ	.8
WKAR	0	WOI	.4
WBAA	0	WDTR	0
KFJM	0	WFIU	0
KBPS	0	WBKY	0
KWSC	0	KSLH	0
KUSD	0	WKAR	0
WILL	0	WAER	0
WOSU	0	WLSU	0
WCAL	0	KMUW	0
WNAD	0	WTHS	0
WIPR	0	WNYE	0
		KSUI	0
Median: 0		WGPS	0
		WUSV	0
		WTDS	0
		WOUJ	0
		WBGO	0
		WGRE	0
		WBUR	0
		WOSU	0
		WCAL	0
		WNYC	0
		WNAD	0
		KWGS	0
		WVSH	0
		WABE	0
		WUOM	0
		WBOE	0
		WNAS	0
		WMUB	0
		WUOT	0
		WUOQ	0
		Median: 0	



TABLE 19

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF SPORTS TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WSAJ	12.2	WVSH	31.7
WKAR	8.2	WMUB	26.3
KUSD	6.7	KCVN	16.1
KWSC	6.5	KWGS	13.1
WIPR	6.3	WGRE	11.9
KBPS	5.1	KMUW	11.3
WSUI	4.5	KSUI	10.3
WBAA	3.3	WAER	8.1
WILL	2.2	WKAR	6.6
WOSU	2.0	WDUQ	6.1
KFJM	1.8	WIUC	6.0
WNAD	1.2	WCAL	4.6
WNYC	.2	WUSV	4.6
WOI	0	WNAS	2.5
WCAL	0	WFIU	2.2
KUOM	0	WOSU	1.9
		WNAD	1.8
Median: 2.75		WBUR	1.5
		WUOT	1.4
		WOUJ	1.3
		WUOM	.5
		WBOE	.4
		WNYC	.2
		WDTR	0
		WBKY	0
		KSLH	0
		WLSU	0
		WUOA	0
		WTHS	0
		WNYE	0
		WGPS	0
		WTDS	0
		KANW	0
		WBGO	0
		WOI	0
		WABE	0
		WBEZ	0
		Median: 1.4	



TABLE 20

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF FARM TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WOI	22.7	WOI	14.7
WKAR	12.7	WKAR	11.6
WILL	11.5	WUOT	5.0
WBAA	10.2	WOSU	3.7
KUOM	5.8	WFIU	3.6
WOSU	3.9	WTHS	2.5
KFJM	3.6	WCAL	1.6
WCAL	2.9	WNAD	1.2
KUSD	1.7	KSUI	.7
KWSC	1.6	KCVN	0
WNAD	1.2	WDTR	0
WIPR	.8	WBKY	0
WSUI	.3	KSLH	0
WSAJ	0	WAER	0
KBPS	0	WLSU	0
WNYC	0	KMUW	0
		WUOA	0
Median: 2.3		WNYE	0
		WGPS	0
		WUSV	0
		WTDS	0
		KANW	0
		WUII	0
		WBGO	0
		WGRE	0
		WBUR	0
		WIUC	0
		WNYC	0
		KWGS	0
		WVSH	0
		WABE	0
		WBEZ	0
		KUOM	0
		WBOE	0
		WNAS	0
		WMUB	0
		WUOQ	0
		Median: 0	



TABLE 21

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF DRAMA TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
KFJM	11.5	WBKY	8.3
WSAJ	6.1	WGRE	5.9
WILL	3.5	WNAS	5.0
KWSC	2.9	KWGS	4.8
WIPR	2.0	WUSV	3.5
WKAR	1.5	WIJC	3.0
WSUI	1.2	WBUR	3.0
KBPS	.5	WTHS	2.5
WNAD	.4	WUOM	2.4
WOI	.3	WUOT	1.9
WNYC	.1	WUOA	1.6
WBAA	0	KSUI	1.5
KUSD	0	WMUB	1.4
WOSU	0	WFIU	1.3
WCAL	0	WKAR	1.2
KUOM	0	WNYC	1.1
		WBOE	1.1
Median: .45		WLSU	.9
		KCVN	.9
		WCAL	.8
		KMUW	.7
		WNAD	.4
		WOI	.2
		WDTR	0
		KSLH	0
		WAER	0
		WNYE	0
		WGPS	0
		WTDS	0
		KANW	0
		WUI	0
		WBGO	0
		WOSU	0
		WVSH	0
		WABE	0
		WBEZ	0
		WUQ	0
		Median: .9	



TABLE 22

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF RELIGIOUS TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WCAL	33.2	WCAL	17.5
WSAJ	12.0	WNAD	3.2
WNAD	3.6	WVSH	3.2
WBAA	3.5	WAER	2.9
WILL	3.1	WDUQ	2.3
WSUI	2.9	WOI	1.7
WOI	2.6	WOSU	1.6
WOSU	1.6	WOUJ	1.3
WIPR	.7	WGRE	1.0
KWSC	.5	KWGS	.5
WNYC	.3	WCVN	0
WKAR	0	WDTR	0
KFJM	0	WFIU	0
KBPS	0	WBKY	0
KUSD	0	KSLH	0
WUOM	0	WKAR	0
		WLSU	0
Median: 1.15		KUMW	0
		WUOA	0
		WTHS	0
		WNYE	0
		KSUI	0
		WGPS	0
		WUSV	0
		WTDS	0
		KANW	0
		WBGO	0
		WBUR	0
		WIUC	0
		WNYC	0
		WABE	0
		WBEZ	0
		WUOM	0
		WBOE	0
		WNAS	0
		WMUB	0
		WUOT	0
		Median: 0	



TABLE 23

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF HOME MAKING TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WKAR	5.3	WNYE	21.9
WBAA	5.3	WUSV	7.8
WILL	4.7	WUOT	7.8
WNAD	4.3	WKAR	4.0
WCAL	3.6	WTHS	3.8
WOI	3.2	WNAD	3.8
WOSU	3.2	KWGS	3.8
KBPS	2.9	WLSU	3.5
WSUI	2.3	WVSH	3.2
KFJM	1.8	WOSU	3.1
KUSD	1.8	WNAS	2.5
WIPR	1.8	KMUW	2.1
KUOM	1.8	WOI	2.1
WNYC	.7	WCAL	2.0
KWSC	.3	WGRE	2.0
WSAJ	0	WDUQ	1.9
		WBEZ	.8
		WUOA	.8
		WNYC	.6
		KCVN	0
		WDTR	0
		WFIU	0
		WBKY	0
		KSLH	0
		KSUI	0
		WGPS	0
		WTDS	0
		KANW	0
		WOUI	0
		WBGO	0
		WBUR	0
		WIUC	0
		WABE	0
		WUOM	0
		WBOE	0
		WMUB	0
		WAER	0
Median:	2.6		
		Median:	.6



TABLE 24

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF CHILDREN'S TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
KBPS	5.1	WNAS	55.0
KUOM	3.8	WNYE	21.1
WOSU	3.6	KANW	10.3
KFJM	3.6	WFIU	9.8
KUSD	3.4	KSUI	7.7
WSUI	3.2	WVSH	6.4
WBAA	2.8	WBEZ	6.4
WILL	2.3	WDTR	5.6
WNYC	1.8	WGPS	5.5
WOI	1.6	WGRE	4.9
WIPR	1.4	WUQU	3.7
WKAR	1.4	WLSU	3.5
KWSC	1.0	WOSU	3.4
WNAD	.4	WIUC	3.0
WSAJ	0	WMUB	2.9
WCAL	0	WTDS	2.5
		WUOM	2.4
Median: 2.05		WNYC	2.3
		WUSV	1.7
		WAER	1.3
		WOUT	1.3
		WKAR	1.1
		WOI	1.1
		WUOT	.9
		WUOA	.8
		WNAD	.4
		KCVN	0
		WBKY	0
		KSLH	0
		KMUW	0
		WTHS	0
		WBGO	0
		WBUR	0
		WCAL	0
		KWGS	0
		WABE	0
		WBOE	0
		Median: 1.3	



TABLE 25

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF PUBLIC INSTITUTIONAL TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
WSAJ	16.9	KCVN	9.8
KFJM	7.1	WOUI	9.5
WNAD	5.8	WMUB	9.4
WOSU	4.8	WBKY	8.3
KUSD	4.7	WTHS	7.5
WKAR	3.8	WUOT	7.4
KBPS	3.6	WUOA	6.2
WSUI	2.7	WNAD	5.0
KWSC	2.4	WOSU	4.6
WNYC	2.3	WAER	4.5
WOI	1.2	WKAR	4.4
WBAA	1.1	WUOM	4.3
KUOM	.9	WDUQ	3.7
WIPR	.8	WUSV	3.5
WILL	.3	WDTR	3.4
WCAL	.1	WFIU	3.0
		WTDS	2.5
Median: 2.55		WNYC	2.4
		KSUI	2.3
		KWGS	1.9
		KMUW	1.4
		WOI	.9
		WLSU	.8
		WBUR	.5
		WCAL	.1
		KSLH	0
		WNYE	0
		WGPS	0
		KANW	0
		WBGD	0
		WGRE	0
		WIUC	0
		WVSH	0
		WABE	0
		WBEZ	0
		WBOE	0
		WNAS	0
		Median: 2.3	



TABLE 26

AM AND FM EDUCATIONAL STATIONS RESPONDING IN 1951: ARRAY ACCORDING  
TO PROPORTION OF "OTHER" TO TOTAL PROGRAM TIME

AM STATIONS		FM STATIONS	
Call Letters	Percent of Total	Call Letters	Percent of Total
KUOM	6.0	WFIU	8.2
KFJM	3.6	WLSU	7.6
WIPR	1.8	WUOM	5.7
WSAJ	1.5	KSLH	5.3
KUSD	.7	WUOA	4.9
WOSU	.6	WOUJ	2.9
KBPS	.5	WGRE	2.0
WNYC	.4	WUOT	1.8
WCAL	.2	WBEZ	1.6
WSUI	0	WMUB	.9
WKAR	0	KWGS	.9
WBAA	0	WOSU	.9
KWSC	0	WAER	.8
WILL	0	WNYC	.8
WOI	0	WABE	.3
WNAD	0	WCAL	.2
		KCVN	0
		WDTR	0
		WBKY	0
		WKAR	0
		KMUW	0
		WTHS	0
		WNYE	0
		KSUI	0
		WGPS	0
		WUSV	0
		WBGO	0
		WBUR	0
		WIUC	0
		WOI	0
		WNAD	0
		WVSH	0
		WBOE	0
		WNAS	0
		WDUQ	0
		WTDS	0
		KANW	0
Median:	.3		
		Median:	0



TABLE 27

IDENTICAL EDUCATIONAL STATIONS: AMOUNT OF PROGRAMMING BY  
PROGRAM CLASSES, 1949-1950

Type of Program	9AM Stations (Educational) (percent)			11 FM Stations (Educational) (percent)			20 Educational Stations (percent)		
	1949A	1949B	1950	1949A	1949B	1950	1949A	1949B	1950
Music - Total	43.6	46.8	49.1	55.3	58.2	56.2	49.1	52.2	53.0
Dance	10.3	7.8	8.2	9.6	9.6	4.4	9.9	8.7	6.2
Semi-classical	17.0	12.1	13.3	22.0	17.3	15.7	19.4	14.5	14.6
Classical	15.8	26.1	26.6	22.0	30.1	35.2	18.7	28.0	31.2
Ballad	.5	.2	.4	1.7	.6	.5	1.1	.4	.5
Religious	NA	.6	.6	NA	.6	.4	NA	.6	.5
Information	16.0	12.7	14.4	15.2	17.7	18.0	15.6	15.0	16.3
News	10.1	11.3	9.9	7.2	8.1	8.0	8.7	9.8	8.8
News Reports	10.1	10.1	9.1	7.2	7.5	7.2	8.7	8.9	8.1
News Analysis	NA	1.2	.8	NA	.6	.8	NA	.9	.7
Public Issues	8.7	2.9	3.8	4.6	.9	1.7	6.8	1.9	2.7
Public Events	NA	0	.5	NA	0	.3	NA	0	.4
Sports	2.2	3.5	2.7	3.5	1.7	2.9	2.8	2.7	2.8
Farm	7.6	8.4	8.3	2.7	2.8	4.4	5.3	5.8	6.2
Drama	2.0	1.1	1.2	2.9	1.8	1.5	2.5	1.4	1.3
Religion	2.0	1.6	1.8	1.4	.7	.5	1.7	1.2	1.1
Homemaking	2.6	3.9	3.2	.8	1.5	1.6	1.7	2.8	2.4
Children	NA	2.8	2.4	NA	1.3	1.4	NA	2.1	1.9
Public									
Institutional	1.0	4.3	2.1	1.0	4.5	2.3	1.0	4.4	2.2
Other	4.2	.7	.6	5.4	.8	1.2	4.8	.7	.9
Totals	100	100	100	100	100	100	100	100	100

NA - Not available



APPENDIX A  
Instructions  
for  
1950 Program Log Study

1. Program classification. Please write opposite each program segment on your program log the symbol given in the right-hand column for the appropriate class of program.

<u>Class of Program</u>	<u>Symbol</u>
<u>Music</u>	
Dance, popular and hillbilly	A
Light ("dinner" music, light)	B
Serious (the permanent music of the concert hall)	C
Ballads and folk	D
Religious	E
<u>Informational (general)</u> . Include all programs primarily of an informational nature. Include in this category talks on history, mental hygiene, safety, weather, and all programs designed for classroom use. Exclude programs which are primarily music, or dramatic in nature, as well as talks specifically on public issues, religion, farm matter, homemaking or children's programs.	F
<u>News</u> . All news except Farm, Religious and Sports News.	G
<u>News Analysis and Commentary</u>	H
<u>Public Issues</u> . Programs on topics locally regarded as controversial or debatable regardless of form, e.g. include talks, forums, discussions, dramatic actuality and documentary shows.	I
<u>Public Events</u> . Public ceremonies, assemblies, parades sessions of official bodies, etc.	J
<u>Sports</u> . Sporting events and sports news.	K
<u>Farm</u> . Include talks on farm problems, agricultural research and advice, market and crop information. Exclude homemaking programs.	L
<u>Drama</u> . Drama for drama's sake.	M
<u>Religion</u> . Include church and lay broadcasts on religious subjects exclusive of religious music programs.	N
<u>Homemaking</u> . Include programs aimed at women, addressed to their interests as housewives. Include here programs on child guidance, children's problems, parent-child relations.	O



Children's. Include programs directed to children. Exclude child guidance programs, and broadcasts for use in schools.

P

Public Institutional. Include promotional and recruiting programs concerning such institutions as the Army, Navy, Red Cross, YMCA, Cancer Fund, etc.

Q

Other. (Please write a few words of description opposite such programs on the program log.)

R

2. Sources of Programs. Please write opposite each program segment on your program log the symbol representing the source of the program. Where the program is a blend of sources (i.e. a record show built around a story written and produced locally), classify the program according to where you consider its "center of gravity" to lie.

Source of Program

Symbol

Local live programs  
(either simultaneous or delayed)  
Instantaneous Rebroadcast (other than  
commercial network)  
Recorded or Transcribed Library  
Wire Service  
Network (either simultaneous or delayed)

V

W

X

Y

Z

3. Please remember to write two symbols opposite each entry in your program log. First, the class-of-program symbol and second, the source of program symbol.

DWS:ats  
12/1/51  
8637



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